

**From:** How to Academy <[REDACTED]>

**To:** j <jeevacation@gmail.com>

**Subject:** SPRING PROGRAMME BOOKING OPEN & HOW TO GIVE THE PERFECT CHRISTMAS PRESENT

**Date:** Tue, 09 Dec 2014 16:10:56 +0000

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## How to: Spring Programme & The Perfect Christmas Present

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This Christmas, give your friends and family a new experience: a beautifully designed **How To Academy Gift voucher**.

The voucher can be delivered on any date you choose, or we can simply send an email - whenever you ask us to - with the voucher details included.

The perfect Christmas Present.



## **JANUARY HIGHLIGHTS**

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16.01.2015

**how to: Werner Herzog in conversation with Paul Holdengräber: "Guidance for the Perplexed."**

with Werner Herzog, Paul Holdengräber

*"Martin Luther was asked what he would do if the world were coming to an end that same day. There is a wondrous to his response. "I would plant an apple tree," he said. Me, I would make a film."* Werner Herzog, from "Werner Herzog – A Guide for the Perplexed: Conversations with Paul Cronin" (2014).

Werner Herzog has produced, written, and directed more than 60 feature and documentary films, including Grizzly Man, Woyzeck, Aguirre, The Wrath of God, Fitzcarraldo, and Cave of Forgotten Dreams. Born in Munich in 1942 and raised in a remote mountain village in Bavaria, Herzog never saw films or television as a child and made his first phone call at the age of 17.

Paul Holdengräber, founder and director of LIVE from The New York Public Library, is a seasoned interviewer, known for encouraging his guest to step outside their areas of specialization and into wider-reaching discussions. His programs have become known worldwide for providing a forum in which audiences can engage with some of the world's most influential public figures.

[Read more and book now](#)



22.01.2015

**how to: The Behavioural Economics of Everyday Life**

with Joe Gladstone

[Read more and book now](#)



26.01.2015

**how to: Raise money for your new business**

with Julian Costley

[Read more and book now](#)



24.01.2015

**how to: An Urban Foray on Hampstead Heath. (Focusing on how to forage and how to decode the Latin names of Plants.)**

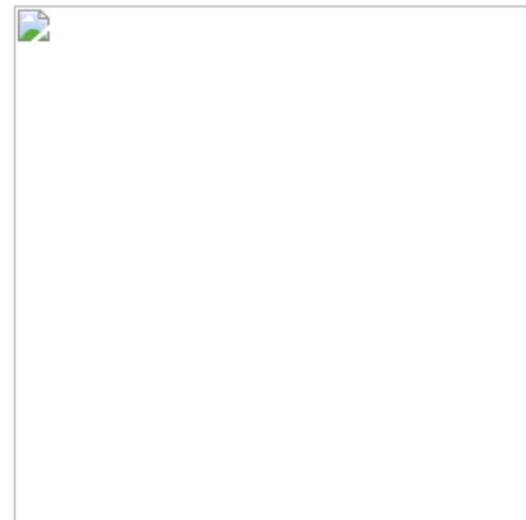
with John Wright

[Read more and book now](#)

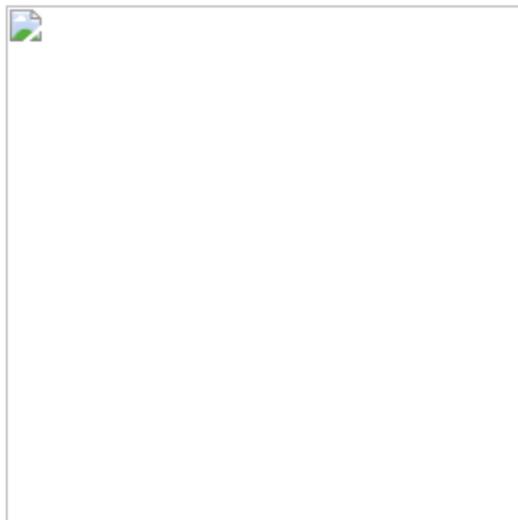


## TALKS PROGRAMME

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05.03.2015  
**how to: Will Self in conversation**



23.02.2015 *A Lunchtime Event*  
**how to: The Pleasure and**

**with Will Self: Expect  
controversy**  
with Will Self

[Read more and book now](#)

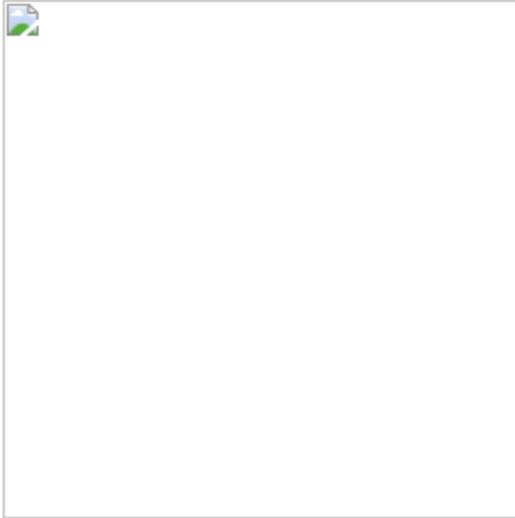
**Purpose of Behavioural  
Economics**  
with Paul Dolan

[Read more and book now](#)



**DON'T MISS: MIND**

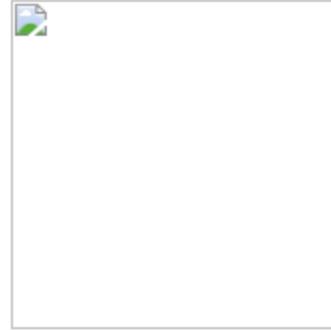
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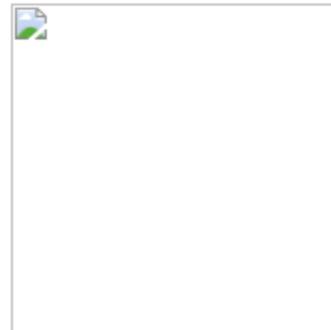
17.02.2015 *A Lunchtime Event*  
**how to: The incredible Power of Neuroplasticity: To improve and even cure Parkinson's, Attention Deficit Disorder, Multiple Scereiosis, Dementia and other problems of the brain.**  
with Norman Doige

Neuroplasticity is the brain's ability to change its own structure and function in response to mental experiences. In his revolutionary new book *The Brain's Way of Healing*, Norman Doidge shows the advances of scientists using the extraordinary powers of neuroplasticity to improve, and even cure, many problems of the brain thought to be incurable, or irreversible...

[Read more and book now](#)



**11.02.2015**  
**how to: The Neuroscience of Decision-Making**  
with Henrietta Bowden-Jones  
[Read more and book now](#)



**20.01.2015**  
**how to: Beat Depression**  
with Rachel Kelly, Jamie Arkell  
[Read more and book now](#)



## DON'T MISS BUSINESS

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26.01.2015

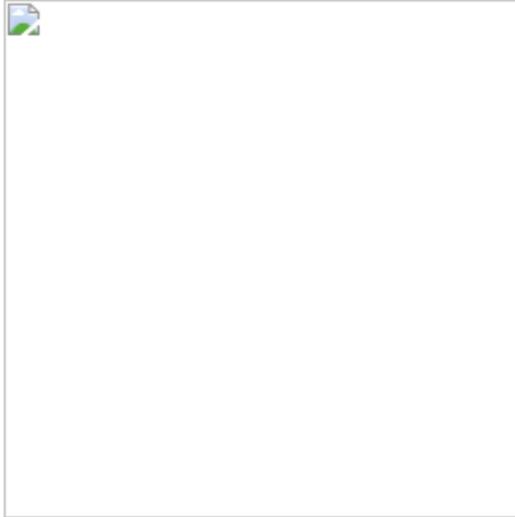


27.02.2015

**how to: Lean In – A practical guide for women to advance their careers**

with Katie Driver, Cara Moore, Rina Goldenberg Lynch

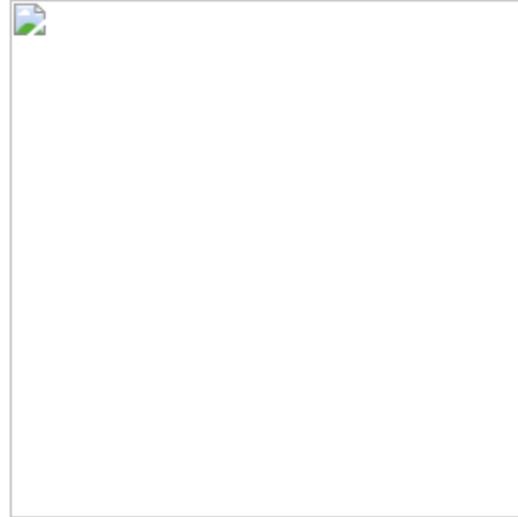
[Read more and book now](#)



**how to: Sell (The art of getting anyone to say yes to anything)**

with Gavin Presman

[Read more and book now](#)



02.03.2015

**how to: Generate More Business through your Website**

with Filip Matous

[Read more and book now](#)

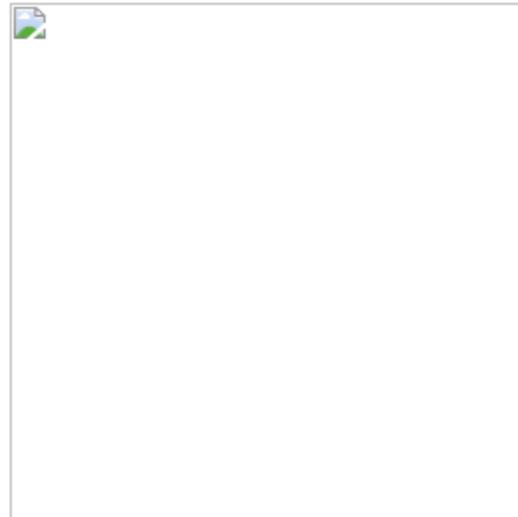


09.02.2015

**how to: Speak in Public**

with Edie Lush

[Read more and book now](#)



13.03.2015

**how to: Write Better Copy: a Masterclass in writing effective press ads, email/direct mail, web copy, brochures and newsletters.**

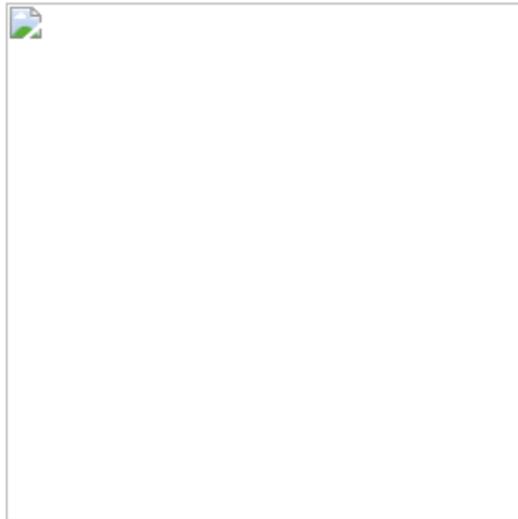
with Steve Harrison

13.03.2015

**how to: Deliver Killer Presentations**

with Neil Chalmers

[Read more and book now](#)



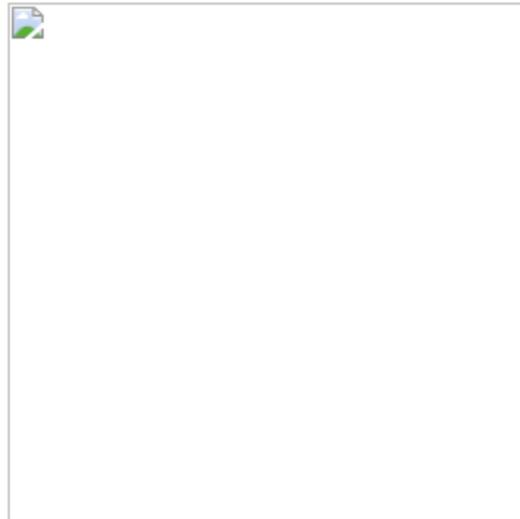
22.02.2015

**how to: Develop your  
Leadership Skills through  
Positive Disruption**

with Scott Morrison

[Read more and book now](#)

[Read more and book now](#)



20.03.2015

**how to: Do your own PR**  
with Ann Wright

[Read more and book now](#)



## DON'T MISS : LIFESTYLE

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12.03.2015



**12.02.2015**

**how to: A pre-Valentine's Day  
Special. The Art of Dating  
with Cate Mackenzie**

[Read more and book now](#)

## how to: Understand The Art of Tango

with Lady Greys Productions

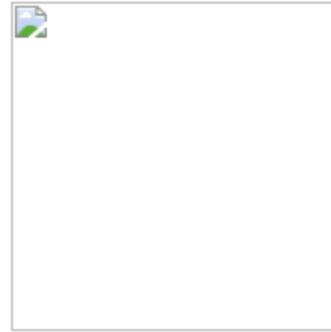
*"Life is like Tango... Sad, sensual, sexy, violent and quiet."*

(Unknown)

Following on from our highly successful evenings on understanding classical and contemporary ballet, The How To Academy presents – How To: Understand The Art of Tango.

The origins of the word 'Tango' are heavily contested. Some say it is from the Latin tangere, meaning 'touch.' Others claim it is from the Ibibio African word tamgu, meaning 'to dance.'...

[Read more and book now](#)

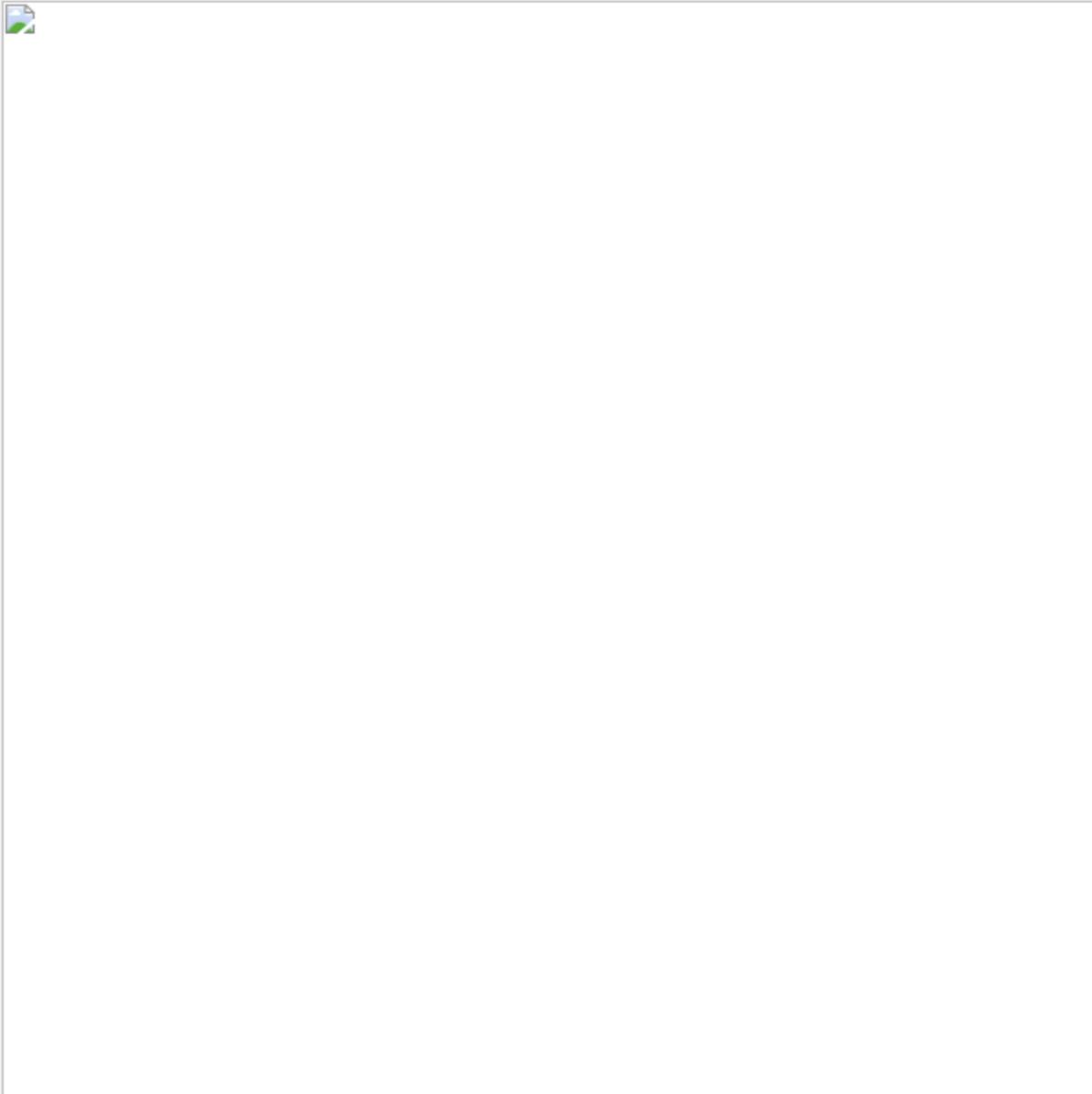


**14.04.2015**

**how to: Solve Cryptic  
Crosswordss**

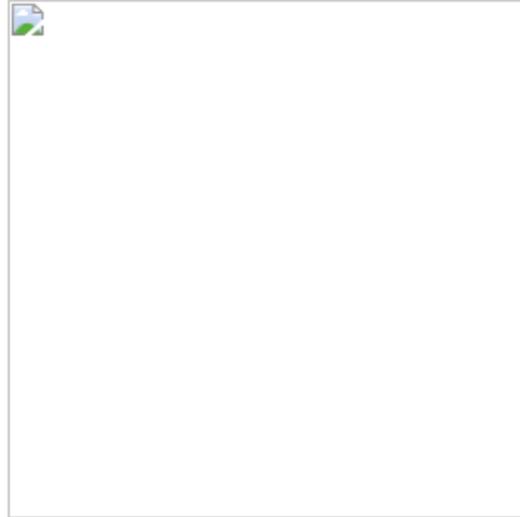
with Mephisto (Tim Moorey)

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## DON'T MISS: CULTURE

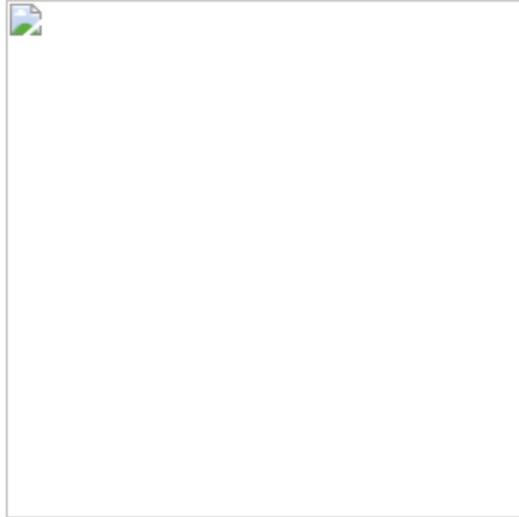
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29.01.2015

**how to: Read Chaucer**  
with Paul Strohm

[Read more and book now](#)



23.03.2015

**how to: Read the Qur'an**  
with Mona Siddiqui

[Read more and book now](#)



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